

Exposter Product Requirements Document (PRD)

General Information

- **Title:** Exposter Diagnosis and Growth Platform
- **Version:** 1.0

Product Overview

Purpose

Exposter is a digital platform designed to help professionals overcome **imposter syndrome** through structured self-assessment, personalized growth tracks, and real-time coaching. By combining **behavioral science, gamification, and professional mentorship**, Exposter empowers individuals to build confidence, advance in their careers, and enhance workplace resilience.

Business Goals

- **Increase retention and engagement:** Encourage continuous user participation with interactive and personalized content.
- **Drive revenue through subscriptions and enterprise partnerships.**
- **Position Exposter as a leading professional development tool.**
- **Improve workplace productivity by reducing self-doubt and imposter-related burnout.**

Value Proposition

- **For professionals:** A structured, science-backed approach to overcoming self-doubt and achieving career growth.
- **For businesses:** A workforce development tool that enhances leadership confidence and performance.
- **For career coaches:** A supplemental tool to guide professionals through structured development plans.

Target Audience

- **Mid-career professionals struggling with self-doubt.**

- **First-generation corporate workers who feel out of place.**
- **Newly promoted leaders who lack confidence in their roles.**
- **Companies looking for employee wellness solutions.**

User Personas

Persona 1: The High-Achieving Consultant (Brandy, 30)

- Works in high-pressure environments and struggles with **overproving** her worth.
- Strong technical skills but lacks leadership confidence.
- Prefers **self-guided** professional development.

Persona 2: The First-Generation Professional (Jordan, 28)

- The first in their family to enter corporate America.
- Excels at execution but avoids leadership opportunities.
- Needs **affordable, structured** guidance.

Persona 3: The Rising Leader (Alex, 35)

- Recently promoted and struggling with **imposter syndrome in leadership.**
- Needs **executive presence training** and peer mentorship.

Market Context

- **70-80% of professionals experience imposter syndrome.**
- **\$150B lost annually in productivity due to self-doubt-driven burnout.**
- **No existing product effectively combines coaching, self-assessment, and structured learning at scale.**

Features and Functionality

Feature List & Prioritization

Feature	Priority
Imposter Score Assessment	High
Personalized Growth Tracks	High
Interactive Mindset Challenges	Medium
Real-Time Coaching & Peer Support	High

Gamification & Rewards

Medium

Journaling & Reflective Writing

Medium

Enterprise Dashboard & Reporting

High

User Stories & Use Cases

User Story 1: Initial Self-Assessment

As a professional experiencing self-doubt, I want to take a diagnostic assessment so I can understand my imposter syndrome severity.

User Story 2: Personalized Development Plan

As a user, I want to receive a structured, personalized growth plan so I can work through imposter syndrome at my own pace.

User Story 3: Community Support & Coaching

As a user, I want access to peer groups and live coaching so I can gain insights from others and receive expert guidance.

UI/UX Expectations

- Clean, modern interface with a calming color scheme.
- Progress tracking dashboard with milestones.
- Seamless mobile and desktop experience.
- Gamified elements to encourage engagement.

What We're Not Doing

- Not a clinical therapy platform.
- Not focusing on early-career students.
- Not replacing career coaching but enhancing it.

Success Metrics

Metric

Target Goal

Monthly Active Users (MAU)	50,000+ within 12 months
Retention Rate	70% after 3 months
Subscription Conversion Rate	10% of free users to paid users
User Satisfaction (NPS)	8.5+ out of 10

Technical Requirements

Component	Technology Stack
Frontend	React/Next.js
Backend	Java with Spring Boot
Database	PostgreSQL with Redis caching
AI/ML Models	NLP for behavioral nudges, pattern analysis
Authentication	OAuth 2.0 (Google, Apple, Email)
Payment Processing	Stripe Integration
Infrastructure	AWS (Kubernetes for auto-scaling)

Non-Functional Requirements

- **Security:** End-to-end encryption for user data.
- **Scalability:** Support for 100,000+ concurrent users.
- **Availability:** 99.99% uptime.
- **Compliance:** GDPR and CCPA compliance.

Dependencies

- Third-party coaching networks for expert mentoring.
- Stripe for payment processing.
- OAuth authentication providers.

Timeline & Roadmap

Phase	Milestone	Timeline
Phase 1	Beta launch (1,000 invite-only users)	Q2 2024
Phase 2	Public launch with initial marketing push	Q3 2024
Phase 3	Enterprise partnerships & corporate dashboards	Q4 2024
Phase 4	Expansion to international markets	Q2 2025

Final Thought

Exposter is more than a product—it's a confidence revolution. By combining structured learning, peer mentorship, and data-driven progress tracking, Exposter empowers professionals to break free from imposter syndrome and reach their full potential. The future of leadership is not about fearlessness but about mastering self-doubt.

